

CITY OF SAN DIEGO, CALIFORNIA  
**COUNCIL POLICY**

CURRENT

SUBJECT: PRODUCT ENDORSEMENT  
POLICY NO.: 000-41  
EFFECTIVE DATE: February 1, 2000

PURPOSE:

To provide direction to City employees and agencies or organizations funded by the City of San Diego regarding endorsements of commercial products or services.

POLICY:

It is the policy of the City Council to prohibit endorsements, either implied or direct, of commercial products or services by the City, its employees, and agencies or organizations funded either in whole or in part by the City when such endorsement will be used for advertising purposes except as approved by City Council and in accordance with a signed agreement between the City and a provider of products or services.

1. No City employee, in his/her capacity as a City employee, shall endorse a product or service nor comment on that product or service if it is the intent of the solicitor of the endorsement, or of the provider of that product or service, to use such comments for purposes of advertisement. City employees are not prohibited from responding to inquiries regarding effectiveness of products or services used by the City unless it is the inquirer's intention to use those comments for purposes of advertisement.
2. All City contracts or agreements with consultants, vendors, sponsors, advertisers, etc., shall include a condition stating that any advertisements referring to the City of San Diego as a user of a product or service will require prior written approval of the City Manager who will insure that:
  - a. the facts in the advertisement are accurate,
  - b. there are no references to City employees, and
  - c. there is no indication of the City's endorsement of the product or service, except as approved by City Council and in accordance with a signed agreement between the City and provider of products or services.
3. It is to be expressly understood that the acceptance by the City of donations, sponsorships, advertising revenues, etc. does not imply or grant the City's endorsement of the product, service, or organization except as approved by City Council and in accordance with a signed agreement between the City and a provider of products or services.
4. All contracts or agreements with agencies or organizations to fund that agency or organization

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either in whole or in part with City funds shall include a condition requiring that agency or organization to adopt and follow a similar policy prohibiting that agency's or organization's endorsement of commercial products or services. When such a condition is prohibited by state or federal regulation due to the fund source or type of program, the City of San Diego hereby requests those agencies which receive such funding from the City to adopt a similar policy.

**HISTORY:**

Renumbered from 000-23 by Resolution R-292719 02/01/2000